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[ABSTRACT]

To provide a multimedia contents at a lower price or for free, the present invention provides a multimedia contents service system from which an audience can select at least one multimedia content through communication network comprising: a memory for storing at least one of multimedia contents and advertisement contents; a contents price control unit for decreasing a price or prices of the selected multimedia contents in case the audience allow the advertisement contents to be played together with the selected multimedia contents; and a contents providing unit for retrieving from the memory the selected multimedia contents and/or the advertisement contents and providing the retrieved content(s) to the audience through communication network, wherein the advertisement contents is retrieved in case the audience allows it to be played.